

TechnoBind Teams Up With Tidal Software for Workload Automation Solutions in India

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TechnoBind, India's first specialist distributor for data and associated domains, announces its partnership with Tidal Software, a leading provider of workload automation solutions. Under the partnership, TechnoBind and Tidal Software will deliver robust, easy-to-use technology and an unmatched customer experience for enterprises in India. The main objective behind the partnership is to provide enterprise workload automation solutions that orchestrate the execution of complex workflows across systems, applications and IT environments.

Tidal Software brings decades of experience solely focused on workload automation solutions. With hundreds of customers around the world, Tidal serves enterprises in virtually every industry or vertical market. Its comprehensive set of pre-built adapters enable seamless integration with today's prominent business applications. Tidal orchestrates challenging cross-platform, cross-application workloads in complex on-premises, cloud, or hybrid environments.

"We are delighted to partner with Tidal Software. Working with a trusted company like Tidal will provide a growth opportunity for us to meet growing global demand for solutions that address some of the most critical IT challenges organizations face today. All of these are very meaningful and growing markets for India given its digital push. We are happy that, with Tidal Software, we will address the ever growing challenges in the digital era," said **Mr. Prashanth GJ, CEO at TechnoBind**. *"We look forward to opening new doors, expanding opportunities, and helping customers develop new revenue streams, prepare for the challenges of tomorrow, and lower the costs of business."*

Prashanth further added, *"Tidal Software fits perfectly with our current market focus. The addition of Tidal solutions will bring a lot of value to our overall product offering and provide channel partners access to leading-edge technology from an innovative vendor in the IT industry."*

"We are excited to partner with TechnoBind to bring Tidal Software's solutions to this important market," said **Rick Kane, Vice President, Sales and Channels at Tidal Software**. *"We believe TechnoBind's expertise delivering mission-critical solutions to enterprises combined with Tidal's leading technology sets the stage for organizations in the region to leverage advanced workload automation to realize their operational goals and strategic vision for digital transformation."*

TechnoBind as a value-added distributor assists its customers in implementing technology-rich solutions that are suitable for the organization. Through its established channel network combined with its strategic initiatives, TechnoBind will enable Tidal Software to extend its reach and reinforce its presence in the region. TechnoBind partners with technology vendors focused on plotting the future with the best-of-breed technologies. This unique approach has taken TechnoBind to the forefront, representing some of the most innovative technologies of India.

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About TechnoBind

TechnoBind is the first Specialist Distributor in the Indian IT channel space, offering a hybrid distribution model placed synergistically between broad-based and niche distribution, to



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deliver high business value for its reseller partners. TechnoBind helps partners to implement solutions, which solve specific business pain points arising out of the rapidly changing facets of technology for businesses. The company's sole focus has been on technologies that help the customer handle his Data and the associated challenges of Data Treatment. For more information, visit <http://technobind.com>

About Tidal Software

Tidal Software is a leading provider of enterprise workload automation solutions that orchestrate the execution of complex workflows across systems, applications and IT environments. With a comprehensive portfolio of products and services, Tidal optimizes mission-critical business processes, increases IT cost efficiencies and satisfies legal and regulatory compliance requirements. Hundreds of customers around the world count on Tidal for modernizing their workload automation and driving their digital transformation. Tidal Software is headquartered in Chicago with offices in Houston, London, Minsk, Belarus and Chennai. For more information, visit <https://www.tidalsoftware.com/>